

What is claimed is:

1. A flower pot cover having a holographic image thereon, the flower pot cover comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface

of the printing element;  
applying a bonding material to the first surface of the holographic image; and  
disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element.

2. A flower pot cover having a holographic image thereon of claim 1 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

3. A flower pot cover having a holographic image thereon of claim 2 wherein, in the process of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

4. A flower pot cover having a holographic image thereon of claim 1 wherein, in the process of producing the holographic material, the surface of the printing

element is resilient.

5. A flower pot cover having a holographic image thereon, of claim 1 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

6. A flower pot cover having a holographic image thereon, of claim 1 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

7. A flower pot cover having a holographic image thereon, of claim 1 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

8. A flower pot cover having a holographic image thereon, of claim 7 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

9. A flower pot cover having a holographic image thereon, formed by the method of claim 7 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

10. A flower pot cover having a holographic image thereon, of claim 1 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

11. A decorative flower pot cover having a holographic image thereon, the decorative flower pot cover comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch process comprising the steps of:  
providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element.

12. The decorative flower pot cover having a holographic image thereon of claim 11 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

13. The decorative flower pot cover having a holographic image thereon of claim 12 wherein, in the process of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

14. The decorative flower pot cover having a holographic image thereon of claim 11 wherein, in the process of producing the holographic material, the surface of the printing element is resilient.

15. The decorative flower pot cover having a holographic image thereon of claim 11 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

16. The decorative flower pot cover having a holographic image thereon of claim 11 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

17. The decorative flower pot cover having a holographic image thereon of

claim 11 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

18. The decorative flower pot cover having a holographic image thereon of claim 17 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

19. The decorative flower pot cover having a holographic image thereon of claim 17 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

20. The decorative flower pot cover having a holographic image thereon of claim 11 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

21. A decorative flower pot cover having a holographic image thereon, the decorative flower pot cover comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to

closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby



producing a holographic material and thus removing the holographic material from the polished surface of the printing element.

22. The decorative flower pot cover having a holographic image thereon of claim 21 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

23. The decorative flower pot cover having a holographic image thereon of claim 22 wherein, in the process of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

24. The decorative flower pot cover having a holographic image thereon of claim 21 wherein, in the process of producing the holographic material, the surface of the printing element is resilient.

25. The decorative flower pot cover having a holographic image thereon of claim 21 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

26. The decorative flower pot cover having a holographic image thereon of claim 21 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

27. The decorative flower pot cover having a holographic image thereon of claim 21 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

28. The decorative flower pot cover having a holographic image thereon of claim 27 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

29. The decorative flower pot cover having a holographic image thereon of claim 27 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

30. The decorative flower pot cover having a holographic image thereon of

claim 21 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

31. A decorative flower pot cover having a holographic image thereon, the decorative flower pot cover comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to

provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element.

32. The decorative flower pot cover having a holographic image thereon of claim 31 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

33. The decorative flower pot cover having a holographic image thereon of claim 32 wherein, in the process of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

34. The decorative flower pot cover having a holographic image thereon of claim 31 wherein, in the process of producing the holographic material, the surface of the printing element is resilient.

35. The decorative flower pot cover having a holographic image thereon of claim 31 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

36. The decorative flower pot cover having a holographic image thereon of claim 31 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

37. The decorative flower pot cover having a holographic image thereon of claim 31 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

38. The decorative flower pot cover having a holographic image thereon of

claim 37 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

39. The decorative flower pot cover having a holographic image thereon of claim 37 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

40. The decorative flower pot cover having a holographic image thereon of claim 31 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

41. A cover for a flower pot comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch

process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element;

a flower pot having an open upper end, a closed lower end, an outer peripheral surface and a retaining space, the flower pot having growing medium and a floral grouping or a plant disposed in the

retaining space thereof; and

wherein the flower pot is disposed within the sleeve, whereby the lower portion of the sleeve is positioned substantially adjacent the outer peripheral surface of the flower pot and the upper portion of the sleeve extends upwardly from the flower pot and substantially surrounds and encompasses the floral grouping or plant disposed in the flower pot, the upper portion of the sleeve being detachable from the lower portion of the sleeve along the vertical and circumferential perforations such that upon detachment of the upper portion of the sleeve, the lower portion of the sleeve remains disposed about the outer peripheral surface of the flower pot and forms a decorative flower pot cover having a holographic image thereon which constitutes at least a portion of the decor of the decorative flower pot cover.

42. The cover for a flower pot of claim 41 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

43. The cover for a flower pot of claim 42 wherein, in the process of producing the holographic material, the printing element is constructed of a material



selected from the group consisting of chrome, stainless steel and tool steel.

44. The cover for a flower pot of claim 41 wherein, in the process of producing the holographic material, the surface of the printing element is resilient.

45. The cover for a flower pot of claim 41 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

46. The cover for a flower pot of claim 41 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

47. The cover for a flower pot of claim 41 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

48. The cover for a flower pot of claim 47 wherein, in the process of producing

the holographic material, the substrate has a substantially rough, textured surface.

49. The cover for a flower pot of claim 47 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

50. The cover for a flower pot of claim 41 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

51. The cover for a flower pot of claim 41, wherein the method of claim 49 further comprises the step of removing the upper portion of the sleeve by tearing the upper portion of the sleeve away from the lower portion of the sleeve along the vertical and circumferential perforations.

52. The cover for a flower pot of claim 41 wherein, in the step of providing a sleeve, the sleeve is further defined as having a bonding material thereon such that at least a portion of the bonding material on the sleeve is disposed adjacent the flower pot for securing the sleeve about the flower pot.

53. A decorative cover for a flower pot cover comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic

image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element;

a flower pot having an open upper end, a closed lower end, an outer peripheral surface and a retaining space, the flower pot having growing medium and a floral grouping or a plant disposed in the retaining space thereof; and

wherein the flower pot is disposed within the sleeve, whereby the lower portion of the sleeve is positioned substantially adjacent the outer peripheral surface of the flower pot and the upper portion of the sleeve extends upwardly from the flower pot and substantially surrounds and encompasses the floral grouping or plant disposed in the flower pot, the upper portion of the sleeve being detachable from the lower portion of the sleeve along the vertical and circumferential perforations such that upon detachment of the upper portion of the sleeve, the lower portion of the sleeve remains disposed about the outer peripheral surface of the flower pot and

forms a decorative flower pot cover having a holographic image thereon which constitutes at least a portion of the decor of the decorative flower pot cover.

54. The decorative cover for a flower pot of claim 53 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

55. The decorative cover for a flower pot of claim 54 wherein, in the process of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

56. The decorative cover for a flower pot of claim 53 wherein, in the process producing the holographic material, the surface of the printing element is resilient.

57. The decorative cover for a flower pot of claim 53 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

58. The decorative cover for a flower pot of claim 53 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

59. The decorative cover for a flower pot of claim 53 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

60. The decorative cover for a flower pot of claim 59 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

61. The decorative cover for a flower pot of claim 59 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

62. The decorative cover for a flower pot of claim 53 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material

disposed thereon.

63. The decorative cover for a flower pot of claim 53 wherein the upper portion of the sleeve is removed by tearing the upper portion of the sleeve away from the lower portion of the sleeve along the vertical and circumferential perforations.

64. The decorative cover for a flower pot of claim 53 wherein, the sleeve is further defined as having a bonding material thereon such that at least a portion of the bonding material on the sleeve is disposed adjacent the flower pot for securing the sleeve about the flower pot.

65. A decorative cover for a flower pot comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic

material wherein the holographic material is produced by a batch process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element;

a flower pot having an open upper end, a closed lower end, an outer peripheral surface and a retaining space, the flower pot having



growing medium and a floral grouping or a plant disposed in the retaining space thereof; and

wherein the flower pot is disposed within the sleeve, whereby the lower portion of the sleeve is positioned substantially adjacent the outer peripheral surface of the flower pot and the upper portion of the sleeve extends upwardly from the flower pot and substantially surrounds and encompasses the floral grouping or plant disposed in the flower pot, the upper portion of the sleeve being detachable from the lower portion of the sleeve along the vertical and circumferential perforations such that upon detachment of the upper portion of the sleeve, the lower portion of the sleeve remains disposed about the outer peripheral surface of the flower pot and forms a decorative flower pot cover having a holographic image thereon which constitutes at least a portion of the decor of the decorative flower pot cover.

66. The decorative cover for a flower pot of claim 65 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

67. The decorative cover for a flower pot of claim 66 wherein, in the process

of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

68. The decorative cover for a flower pot of claim 65 wherein, in the process of producing the holographic material, the surface of the printing element is resilient.

69. The decorative cover for a flower pot of claim 65 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

70. The decorative cover for a flower pot of claim 65 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

71. The decorative cover for a flower pot of claim 65 wherein, in the process of producing the holographic material, the substrate is constructed of a material

selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

72. The decorative cover for a flower pot of claim 71 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

73. The decorative cover for a flower pot of claim 71 wherein, in the process of producing the holographic material, the substrate has a smooth surface.

74. The decorative cover for a flower pot of claim 65 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

75. The decorative cover for a flower pot of claim 65, the upper portion of the sleeve is removed by tearing the upper portion of the sleeve away from the lower portion of the sleeve along the vertical and circumferential perforations.

76. The decorative cover for a flower pot of claim 65 wherein, the sleeve is further defined as having a bonding material thereon such that at least a portion of the bonding material on the sleeve is disposed adjacent the flower pot for securing the sleeve about the flower pot.

77. A decorative flower pot cover comprising:

a sleeve having a first end, a second end, an outer peripheral surface and a retaining space, the sleeve comprising an upper portion and a lower portion wherein the lower portion of the sleeve is sized to closely surround and encompass a flower pot disposed therein and the upper portion extends upwardly from a flower pot disposed therein, the upper portion of the sleeve being detachable from the lower portion of the sleeve via vertical perforations and circumferential perforations, the sleeve formed of a holographic material wherein the holographic material is produced by a batch process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element;

a flower pot having an open upper end, a closed lower end, an outer peripheral surface and a retaining space, the flower pot having growing medium and a floral grouping or a plant disposed in the retaining space thereof; and

wherein the flower pot is disposed within the sleeve, whereby the lower portion of the sleeve is positioned substantially adjacent the outer peripheral surface of the flower pot and the upper portion of the sleeve extends upwardly from the flower pot and substantially

surrounds and encompasses the floral grouping or plant disposed in the flower pot, the upper portion of the sleeve being detachable from the lower portion of the sleeve along the vertical and circumferential perforations such that upon detachment of the upper portion of the sleeve, the lower portion of the sleeve remains disposed about the outer peripheral surface of the flower pot and forms a decorative flower pot cover having a holographic image thereon which constitutes at least a portion of the decor of the decorative flower pot cover.

78. The decorative cover for a flower pot of claim 77 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.

79. The decorative cover for a flower pot of claim 78 wherein, in the process of producing the holographic material, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

79. The decorative cover for a flower pot of claim 77 wherein, in the process of producing the holographic material, the surface of the printing element is

resilient.

80. The decorative cover for a flower pot of claim 77 wherein, in the process of producing the holographic material, the surface of the printing element is non-resilient.

81. The decorative cover for a flower pot of claim 77 wherein, in the process of producing the holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

82. The decorative cover for a flower pot of claim 77 wherein, in the process of producing the holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminations thereof and combinations thereof.

83. The decorative cover for a flower pot of claim 82 wherein, in the process of producing the holographic material, the substrate has a substantially rough, textured surface.

84. The decorative cover for a flower pot of claim wherein, in the process of producing the holographic material, the substrate has a smooth surface.

85. The decorative cover for a flower pot of claim 82 wherein, in the step of providing the sleeve, the sleeve is further defined as having a bonding material disposed thereon.

86. The decorative cover for a flower pot of claim 77 wherein the upper portion of the sleeve is removed by tearing the upper portion of the sleeve away from the lower portion of the sleeve along the vertical and circumferential perforations.

87. The decorative cover for a flower pot of claim 77 wherein, the sleeve is further defined as having a bonding material thereon such that at least a portion of the bonding material on the sleeve is disposed adjacent the flower pot for securing the sleeve about the flower pot.